

Publish Editorial Index

FEATURES

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101 Hot Tips

Aug., p. 65-88. Our 3rd annual roundup of shortcuts, timesavers, and workarounds. For topic listing, see p. 124.

1989 Dingbat Awards

Jan., p. 64. Our 3rd annual commentary on the year's most dubious achievements in desktop publishing.

1990 Readers' Choice Awards

Matthew Lake; Dec., p. 57. The most popular products in desktop publishing, chosen by you, our readers.

3rd Annual Desktop Design Awards

Jan., p. 47. Winning this year's grand prize was a scarf designed by Marieke Muskens and Miguel Gori, of Holland, for Esprit.

4th Annual Desktop Design Awards Entry Form

Sept., p. 34. Send in your best effort and compete for thousands of dollars worth of prizes.

The All-New PageMaker 4.0

Steve Roth and Olav Martin Kvern; Mar., p. 47. A sneak preview of the latest version of Aldus's page layout program, including a hands-on project.

At Your Service

Mard Naman; Nov., p. 85. How to find a service bureau that will give you high-quality film output.

The Big Scan

Erik Holsinger and Bob Weibel; Mar., p. 56. Here's looking at you, kid: nine gray-scale scanners tested on some tough photographs.

Blazing Printers

Barry Zuber; Oct., p. 52. Heavy-duty

- printers that connect to your central computer network for on-demand, high-volume printing.

The Business Type

- Bob Weibel; Aug., p. 48. Hewlett-Packard's LaserJet Series III laser printer takes business type upscale with Resolution Enhancement technology.

Copyrights and Wrongs

- Brad Bunnin; Apr., p. 76. How to stay on the right side of copyright law.

First-Class Clip Art

- Tony Lane with David W. Hopkins; Sept., p. 68. Experts show how to dress up clip art.

Flexible Frameworks

- Michael J. Sullivan; Sept., p. 74. Set up a layout grid for your publication in DesignStudio that you can use again and again.

Font Fear?

- Bob Weibel; July, p. 59. Calm down with this realistic and reassuring outlook for the TrueType/Type 1 competition.

From Memo to Demo

- Eleanor Mathews; Feb., p. 51. Convert your dull memos into exciting presentations.

The Full View

- Bob Weibel; June, p. 74. Ten tactics for choosing the best full- or dual-page monitor.

A Glossary of Color

Prepress Terms

- Robert Virkus; Nov., p. 78. Some key definitions to enhance your prepress vocabulary.

Guide to Display Systems

- June, p. 80. The vital statistics for more than 70 full- and dual-page monitors.

Handheld Scanners—

The New Generation

- Mikkel Aaland; Sept., p. 58. Color and gray-scale scanning is now within arm's

- reach, even if you're short on cash.

Hard Choices

- Bill Crider; July, p. 92. Advice for building a PC system, from the initial purchase through additions and upgrades.

Hassle-Free Foreign

Exchange

- Jim Heid; Dec., p. 93. What you need to know to iron wrinkles in Mac/PC file transfers.

How to Choose the Best

Macintosh Page Layout

Program

- Kate Hays Thompson; Jan., p. 66. A quiz and commentary to help you decide.

In Perfect Form

- Richard Scoville; June, p. 95. Use WordPerfect's Table tool to create forms with math functions and more.

Infographics Under Time

Pressure

- Alan Brody; Oct., p. 65. How *Time* magazine, under deadline, renders hard data into images worth a thousand words.

Joining Prepress Society

- Steve McKinstry and Robert Virkus; Nov., p. 62. A high-end prepress link helps ensure strict quality demands.

Keep It in Color

- Peter Vonags and Keith Baumann; Mar., p. 68. A comparative review of 11 color scanners for the Mac and PC.

Layout Superstars Face Off

- Diane Burns; Oct., p. 58. The layout competition is stiffer than ever between two major upgrades: QuarkXPress 3.0 and PageMaker 4.0.

The Mac/PC File Exchange Cookbook

- Bob Weibel and Erik Holsinger; Dec., p. 103. Step-by-step instructions for the smooth transfer of common PC and Mac

- graphic file formats.

Macintosh Buying Guide

- May; p. 81. Buying information for Mac hardware and software.

The Main Event

- Nick Amett; Feb., p. 51. What new multimedia capabilities are doing for desktop presentations.

Monitor Menaces

- Kate Tyndall; June, p. 83. Ten tips for protecting yourself against potential health hazards.

A Moving Report

- Erik Holsinger; Feb., p. 75. Step-by-step instructions on how to animate your report using MacroMind Director.

A New Route to Hi-Res

Printing

- Bob Weibel; May, p. 90. Put a veritable type shop on your desktop with LaserMaster's LM-1000 for the PC or Raster Devices Direct's PC turnkey system.

The NeXT Alternative

- Rick Altman; June, p. 66. Meet this boastful newcomer and its major publishing program, FrameMaker.

PC Buying Guide

- July, p. 107. Where to buy PC hardware and software, and what you can expect to pay for it.

PC Page Layout Personality

Profile Quiz

- Christine Whyte, Rick Altman, Margery Cantor, and Bill Crider; Jan., p. 58. Evaluate your personality type before deciding on a page layout program.

Photo Finish

- David W. Hopkins; July, p. 81. Adobe's Photoshop turns your Mac into a top-rated color image-editing station.

Picking Winners

- Robert C. Eckhardt; May, p. 78. How to

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choose software for your Macintosh publishing system.

Premature Prepress

Bob Weibel and Michael J. Sullivan; Nov., p. 71. A review of three programs that perform full-page color separations.

Preview: LaserJet III Takes Off

Bob Weibel; Apr., p. 55. Affordable typography enters the office with HP's new laser printer.

Put in a Good Word

Steven J. Bartlett; June, p. 89. Microsoft Word for Windows puts PC word processing into a new environment.

A Quick Read

Ronnie Shushan and Don Wright; Sept., p. 89. Tips on how to design your pages for easy readability.

Self-Fulfilling Forms

Aaron Markus, Tina Hardwick, Nan Poullos, and Susan Bloom; Aug., p. 57. Experts examine the features of three forms programs.

A Show with Character

Erik Holsinger; Sept., p. 97. Behind the scenes of a splashy multimedia show, plus tips from the pros.

Smooth Characters

Allen Matsumoto; Mar., p. 82. Just say no to the jagged with Adobe's Type Manager for the Mac.

Software Strategies

Steve Cummings; July, p. 103. Straight answers to basic questions about PC publishing programs.

Stage Presence

Jess Wells; Dec., p. 81. Well-known presenters share their techniques and philosophies of public speaking.

Staged Right

Mard Naman; Dec., p. 87. Experts share tips to minimize the risk of technical snafus during an audio/visual presentation.

Strong Foundations

Sandi Baker, Carl Bailly, and Angie Martinson; Sept., p. 81. Ventura and PageMaker templates can help you design.

Systems Solutions

Steve McKinstry; May, p. 70. Plan your Macintosh hardware purchases with future upgrades in mind.

Type Tasting

Bob Weibel; July, p. 70. Sample six vintages of a classic typeface and choose your favorite.

Type Tips

Alex White; July, p. 66. Ten type do's and don'ts for a crisp, inviting look to your pages.

Typesetting Terms

July, p. 76. An illustrated glossary of typesetting terms.

Under the Hood

Erik Holsinger; May, p. 61. Six PostScript printers priced under \$5,000 compared on features, price, and performance.

Wake Up the Boardroom

Jim Schmal and Richard Jantz; Feb., p. 56. Create attention-getting business presentations; includes reviews of five Mac and seven PC presentation programs.

Windows for Ventura

Rick Altman; Nov., p. 54. A review of Ventura Publisher, Windows version.

CASE STUDIES

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Volkswagen

James A. Martin; June, p. 61. The new engine driving VW's publications is a Mac.

Getting Started on the Mac:

Three Case Studies

Marjorie McCloy; May, p. 83. How three companies adopted Macintosh desktop publishing systems.

PC Publishers

Donna Barron; July, p. 111. Learn from the experiences of three companies that have embarked on PC publishing.

Planning Pays Off

Michael Roney; Nov., p. 101. Dun & Bradstreet, one of IBM's biggest customers, used an in-depth plan to purchase Macs for in-house publishing.

How-To's

Logos from Letters

Deke McClelland; Apr., p. 68. Nine steps for using Adobe Illustrator to turn a word into a graphic element.

Reformed Characters

Rick Altman; Apr., p. 72. How to use Corel

DRAW or Micrografx Designer to shape your company's name into a logo.

REVIEWS

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LaserJet IIP (PC)

Steve Cummings; Feb., p. 86. Hewlett-Packard's bargain printer, the LaserJet IIP, earns five stars.

Software

Adobe Streamline (PC)

Bill Crider; Mar., p. 97. An autotracing program that converts your scans and bit-mapped clip art into PostScript files.

Arts & Letters (PC)

Gary Katz and Steven Pappas; Apr., p. 86. A serious color drawing program from Computer Support Corp.

Black Beauty (Mac)

Serban Epure, Kim Payne, Sharon Steuer, and Mike Swartzbeck; Apr., p. 65. A showcase of four artists' works produced with five different black-and-white Mac painting programs.

Braderbund's TypeStyler (Mac)

Jim Schmal; May, p. 97. A bargain font-manipulation program for Type 1 and Type 3 fonts.

Corel DRAW 1.21 (PC)

Scott Spanbauer; Sept., p. 105. This five-star drawing program now offers a tracing feature and Windows compatibility.

DataShaper (Mac)

David W. Hopkins; June, p. 101. BenWare's PageMaker utility can format database listings to facilitate layout of catalogs and directories.

Dazzling Duo (Mac)

Michael J. Sullivan; Apr., p. 58. Letraset's ColorStudio takes on color image-editing, and DesignStudio offers page layout.

DeScribe (PC)

Lisa M. Labrecque; May, p. 98. The first word processing program created for OS/2 and Presentation Manager, by DeScribe, Inc.

Designer 3.01 (PC)

Steve Cummings; Sept., p. 108. Micrografx's drawing program gets a boost in power and capabilities.

DrawPerfect (PC)

Richard Jantz; Aug., p. 96. An easy-to-use presentation program that links with WordPerfect.

Enhance (Mac)

Peter Vanags; June, p. 102. MicroFrontier's gray-scale image editing program can colorize black-and-white images.

Express Publisher (PC)

Jason Durbin; Mar., p. 102. Thrifty page layout program from Power Up Software.

Font Foundries (Mac)

Allen Matsumoto; July, p. 119. ParaFont, Fontographer, and FontStudio, font creation and editing programs, are compared.

Freedom of Press (Mac)

Bill Crider; May, p. 108. This PostScript-interpreter software from Custom Applications Inc. offers a new solution.

Low-Cost Layout (Mac, PC)

Jason Durbin, Helmut Kobler, Lisa Labrecque, Evelyn Mayfield, Marjorie McCloy, and Jim Schmal; Jan., p. 79. Get pages for pennies with these page layout programs; six for the PC, three for the Mac—all under \$300.

PacificPage (PC)

Bill Crider; June, p. 106. Print PostScript on your LaserJet with this low-cost cartridge from Pacific Data Products.

PixelPaint Professional (Mac)

Peter Vanags; Apr., p. 85. SuperMac's 24-bit color painting program.

Publish It (Mac)

Helmut Kobler; Feb., p. 90. Timework's jack-of-all-trades publishing program.

Publish It Easy (Mac)

Jake Widman; Sept., p. 112. A full-featured page layout program sold at a bargain price.

Ragtime 3 (Mac)

Allen Matsumoto; Aug., p. 94. A European page layout program incorporates word processing, charting, and spreadsheets.

Screen Stars (PC)

Steve Cummings; Aug., p. 91. A roundup review of six screen-capture utilities.

SoftType (PC)

Lisa Labrecque; Sept., p. 114. This bargain font-generation and styling software includes 62 outline fonts.

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Studio/1 (Mac)

Kim Payne; Apr., p. 88. Electronic Arts' five-star, black-and-white painting and animation software.

Template Packages

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Allen Matsumoto; Feb., p. 83. A roundup of ten PageMaker template packages.

Tycho (Mac)

Helmut Kobler; Mar., p. 100. Macreations' table-design program.

TypeAlign (Mac)

Allen Matsumoto; May, p. 105. Emerald City Software's text-handling desk accessory works exclusively with ATM.

Words Under Windows (PC)

Michael Harper; Apr., p. 90. Samna's Ami Professional and NBI's Legend 2.0 compared.

Xerox FormBase (PC)

Bill Crider; Feb., p. 94. Forms creation and management.

SPECIAL SECTION

1991 Buyer's Guide

Oct., pp. 71-168. The definitive, up-to-date directory to over 3,400 publishing and presentation products.

DEPARTMENTS

About Faces

[in order by month]

By Clifford Burke

Not for Primers Only

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All in the Family

Feb., p. 29. Cheltenham is back in many weights and sizes.

Handsome Hands

Mar., p. 25. Use script faces for flavor, but with restraint.

An Old Favorite

Apr., p. 33. Gaudy's exuberant Italian Old Style goes digital.

Faces with Flair

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Poliphilus

June, p. 36. A rendition of a classic face that's accurate to a fault.

Type Collecting

July, p. 36. Tactics for moving beyond resident fonts.

Making Faces

Aug., p. 34. A visit with experienced digital typographer Judith Sutcliffe.

A Centennial Revival

Sept., p. 38. Newly-digitized Golden Type brings a century of typographic evolution full circle.

Letter to Linotype

Oct., p. 32. A wish list of five text faces we'd most like to see digitized.

New Faces of '90

Nov., p. 36. A look at a handful of new typeface designs.

So, What Makes Optima Great?

Dec., p. 36. The timelessness of Hermann Zapf's Optima shows that a great idea can be successfully persistent.

Design Basics

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Planning Ahead

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The Perfect Face

Feb., p. 35. Find the typeface that's right for you.

Watch Out for Widows

Mar., p. 33. What to avoid when setting type—orphans, rivers, widows, and more.

Final Papers

Apr., p. 39. How to choose appropriate paper for your publication.

Breaking Out

May, p. 44. Add pizzazz to your pages with rules and boxes.

Table Talk

June, p. 42. How to design tables that effectively convey detailed information.

Get the Picture

Aug., p. 40. How to place and crop images for the best effects.

By Design

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By Ronnie Shushan and Don Wright

From the Ground Up

Oct., p. 38. What to consider before you begin page design.

Catching the Eye

Nov., p. 46. Bold design techniques to

make attention-getting pages

The Art of Understatement

Dec., p. 44. Using simplicity to attract attention.

Desktop Gallery

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Barbara Nessim

May, p. 132. Nessim demonstrates the creative potential of the computer image's jagged edge.

Javier Romero

June, p. 140. Bauhaus-inspired calendar art from Romero's desktop studio.

Jean Tuttle

July, p. 148. Poster art and magazine icons show off this artist's vibrant style.

Ron Chan

Aug., p. 116. A Windham-Hill album cover in cool jazz tones designed on the Mac.

Alan Brown

Sept., p. 140. This subscription-brochure cover evokes the feeling that spring has sprung.

Sharmen Liao

Nov., p. 138. A hat design depicts New Mexico for this artist's travel portfolio.

Sharon Steuer

Dec., p. 132. One of 20 illustrations developed for an animatic production.

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Photo Finishing

David W. Hopkins; Jan., p. 27. Transform photographs instantly with Adobe's Photoshop.

New Year's Resolution

Bob Weibel; Feb., p. 27. LaserMaster 1000 Turbo Res plain-paper typesetter offers speedy and crisp output.

Herculean Hues

Richard Jantz; Mar., p. 21. Hercules Art Department gives you high-quality PC color.

Four-Color Finesse

David W. Hopkins; Apr., p. 29. Prepress polish comes your way with Aldus PrePrint four-color separation program.

The Big Squeeze

Erik Holsinger; May, p. 30. A new industry standard and the C-Cube chip will cut your color files down to size.

Windows 3.0

David W. Hopkins; July, p. 33. The new

version of Microsoft Windows blasts through the 640K memory barrier.

Ventura Publisher Gold

Series: Windows Edition

Don Robinson; Aug., p. 31. An upgrade to Ventura for the Windows 3.0 graphical interface.

"Personal" PostScript

Printing

Bob Weibel and Erik Holsinger; Sept., p. 31. Profiles of QMS, Apple, and GCC PostScript laser printers.

RadiusTV

Erik Holsinger; Oct., p. 27. This video graphics processor is striding toward home entertainment on the Mac.

New Illustrator

Sharpens Its Text Tools

Erik Holsinger; Nov., p. 31. Adobe Illustrator 3.0 boasts advanced text-handling features.

Mac Ventura: File-Transfer

Maneuvers

Bob Weibel; Dec., p. 33. Ventura for the Mac jumps into the page layout arena.

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• **Rocking Horse Ranch Self-Mailer**
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• **Marine Laboratory Letterhead and Newsletter**
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• **Sherpa Corporation Presentation Materials**
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• **American Society of Magazine Photographers, Dallas, Newsletter**
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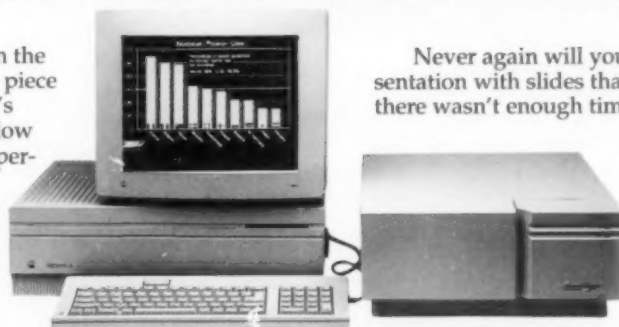
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Circle 32 on reader service card

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• By Michael Callery and Roberta Schwartz

Simply Irresistible

• Feb., p. 41. Join the presentations party on either the Mac or PC.

Now You See It

• Mar., p. 39. Use the right side of your brain to visualize your presentation ideas.

Sliding By

• Apr., p. 43. Use the software you already

• own to make successful presentations.

Overhead Advantages

• May, p. 48. How to design overheads that communicate your message clearly.

A Clever Story

• June, p. 50. PC Storyboard Plus 2.0 can create dynamic on-screen presentations.

Powerful Moves

• July, p. 46. AutoDesk Animator makes your PC-rendered presentations come alive.

Successful Slides

• Sept., p. 46. Ways to avoid heartache when imaging your slides.

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• Creating diamonds in Ventura
• Tab in MS Word so that import to PageMaker aligns
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• Preserve your Ventura Publisher style sheet

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